

**WHAT IS CLAIMED IS:**

1 1. A method for generating a customized page, comprising the steps of:  
2       associating in a computer one or more ads with respective ad profiles;  
3       associating in a computer one or more users with respective user profiles,  
4       determining matching ad profiles by comparing the ad profiles with user profiles for  
5       matches within a prescribed parameter; and  
6       selectively including in the page the one or more ads associated with the ad profiles  
7       matching the user profile within the prescribed parameter.

1 2. The method of claim 1, further comprising the step of excluding from the page any ads  
2       associated with an ad profile that is outside of the prescribed parameters.

1 3. The method of claim 1, wherein the prescribed parameter is used to relate elements  
2       of the ad profile to elements of the user profile to determine matches.

1 4. The method of claim 1, further comprising the step of including in the page ads that  
2       are related to one or more favorite products or services specified in the user profile.

1 5. The method of claim 1, wherein the user profile defines a list of one or more  
2       advertisers, the method further comprising the step of including in the page only those ads that  
3       are associated with the advertisers listed in the user profile.

1 6. A method for generating a customized page, comprising the steps of:  
2 associating in a computer one or more ads with respective ad profiles;  
3 associating in a computer one or more users with respective user profiles,  
4 determining matching ad profiles by comparing the ad profiles with user profiles for  
5 matches within a prescribed parameter;  
6 storing statistical data determined according to the matches; and  
7 selectively including in the page the one or more ads associated with the ad profiles  
8 matching the user profile within the prescribed parameter.

1 7. The method of claim 6, further comprising the step of selecting ads for inclusion in  
2 the page in accordance with the statistical data.

1 8. The method of claim 6, further comprising the step of charging an advertiser of the ads  
2 having a matching profile in accordance with the statistical data.

1 9. A method for generating a customized page, comprising the steps of:  
2 associating in a computer one or more ads with respective ad profiles;  
3 associating in a computer one or more users with respective user profiles,  
4 determining matching ad profiles by comparing the ad profiles with user profiles for  
5 matches within a prescribed parameter;  
6 selectively including in the page the one or more ads associated with the ad profiles  
7 matching the user profile within the prescribed parameter; and  
8 charging an advertiser of the ads having a matching profile in accordance with the  
9 matches.

1 10. The method of claim 9, wherein the charging step comprises charging the advertiser  
2 in accordance with the number of users having matching user profiles.

3 11. The method of claim 9, wherein the charging step comprises charging the advertiser  
4 as a function of amount of space available for presenting the ad to the users.

1 12. A method for generating a customized page, comprising the steps of:  
2 associating in a computer one or more ads with respective ad profiles;  
3 associating in a computer one or more users with respective user profiles,  
4 determining matching ad profiles by comparing the ad profiles with user profiles for  
5 matches within a prescribed parameter;  
6 selectively including in the page the one or more ads associated with the ad profiles  
7 matching the user profile within the prescribed parameter; and  
8 formatting the page in accordance with the user profile.

1 13. The method of claim 12, wherein the user profile defines an amount of space on the  
2 page, the method further comprising the step of formatting the page such that the one or more  
3 ads included in the page are restricted to the amount of space defined in the user profile.

1 14. The method of claim 12, wherein the user profile defines a percentage of space on  
2 the page, the method further comprising the step of formatting the page such that the one or  
3 more ads included in the page occupy no more space than the percentage defined in the user  
4 profile.

1 15. The method of claim 12, wherein the user profile defines an a framework, the method  
2 further comprising the step of formatting the page in accordance with the framework defined  
3 in the user profile.

1 16. A method for providing a customized page to a user comprising the steps of:  
2 associating in a computer one or more ads with respective ad profiles;  
3 associating in a computer one or more users with respective user profiles,  
4 determining matching ad profiles by comparing the ad profiles with user profiles for  
5 matches within a prescribed parameter;  
6 receiving a user action from a user having an associated user profile;  
7 selectively including in the page the one or more ads associated with one or more ad  
8 profiles matching the user profile associated with the user from whom the user  
9 action was received; and  
10 providing the page to the user in response to the user action.

1 17. The method of claim 16, further comprising the step of excluding from the page any  
2 ads associated with an ad profile that is outside of the prescribed parameters.

1 18. The method of claim 16, further comprising the step of generating the page in real  
2 time, in response to the user action.

1 19. The method of claim 16, wherein the providing step further comprises the step of  
2 providing the page to the user in response to and contemporaneously with the receipt of the  
3 user action.

1 20. The method of claim 16, further comprising the step of storing statistical data  
2 determined according to each user action that is received.

1 21. The method of claim 20, further comprising the step of charging an advertiser of the  
2 ads having a matching profile in accordance with the statistical data.

1 22. The method of claim 16, further comprising the step of charging an advertiser of the  
2 ads having a matching profile in accordance with the matches.

1 23. The method of claim 22, wherein the charging step comprises charging the advertiser  
2 in accordance with the number of users having matching user profiles.

1 24. The method of claim 23, wherein the charging step comprises charging the advertiser  
2 as a function of amount of space available for presenting the ad to the users.

1 25. The method of claim 24, wherein the charging step comprises charging the advertiser  
2 according to the number of users to whom the ad was sent.

1 26. The method of claim 25, wherein the charging step comprises charging the advertiser  
2 an amount determined according to a function of when the user receives the ad.

1 27. A method for providing targeted delivery of an ad with a page to a user comprising the  
2 step of:

3 associating in a computer an ad profile with the ad;

4 associating in a computer a plurality of user profiles with respective users;

5 determining matching profiles by comparing the ad profile with user profiles for  
6 matches within a prescribed parameter;

7 if a match is determined, including the ad in the page according to the matching user  
8 profile; and

9 providing the page to the user associated with the matching user profile.

1 28. The method of claim 27, wherein the ad profile contains information about a targeted  
2 audience for the ad.

1 29. The method of claim 27, further comprising the step of including the ad in the page  
2 on condition that the user profile is consistent with the targeted audience and the inclusion of  
3 the ad is consistent with the user profile.

1 30. A method for generating a customized page, comprising the steps of:

2 associating in a computer one or more ads with respective ad profiles;

3 associating in a computer one or more users with respective user profiles wherein the  
4 users are anonymous,

5 determining matching ad profiles by comparing the ad profiles with user profiles for  
6 matches within a prescribed parameter;

7 maintaining statistical data determined according to the matches such that the data is  
8 not accessible to unauthorized parties; and

9       selectively including in the page the one or more ads associated with the ad profiles  
10            matching the user profile within the prescribed parameter, wherein the  
11            selection is based on the statistical data.